



# City of Madison Liquor/Beer License Application

On-Premises Consumption: ☐ Class B Beer ☐ Class B Liquor ☒ Class C Wine  
 Off-Premises Consumption: ☐ Class A Beer ☐ Class A Liquor ☐ Class A Cider

## Section A – Applicant

1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter? A-12  
P-514
- ☐ Yes (language: \_\_\_\_\_)
- ☒ No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- ☐ Sí, lenguaje \_\_\_\_\_
- ☐ No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

2. This application is for the license period ending June 30, 2017.
3. List the name of your ☐ Sole Proprietor, ☐ Partnership, ☐ Corporation/Nonprofit Organization or ☒ Limited Liability Company exactly as it appears on your State Seller's Permit.

Greenview Brewing LLC

4. Trade Name (doing business as) ALT Brew
5. Address to be licensed 1808 Wright Street, Madison, WI 53704
6. Mailing address 1808 Wright Street, Madison, WI 53704
7. Anticipated opening date Currently open serving only beer pursuant to State of Wisconsin Brewer's Permit.
8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?  
☒ No ☐ Yes (explain) \_\_\_\_\_
9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  
☐ No ☒ Yes (explain) Applicant is a licensed brewery.

## Section B—Premises

10. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

The brewery is in a building of 5,800 square feet constructed of metal with a stucco facade. The public area consists of an entryway and restroom of approximately 600 square feet and a taproom and additional restroom of approximately 1,513 square feet. The beer and wine will be served in the taproom from behind the bar. Wine will be stored behind the bar.

The private areas consist of a locked office of approximately 300 square feet, a locked cellaring space of approximately 300 square feet, and approximately 3,087 square feet of locked brewery and warehouse space, including a walk-in cooler.

A small outdoor seating area of approximately 288 square feet is between the parking lot and brewery front, and is accessible from the taproom.

11. ☒ Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.
12. Applicants for on-premises consumption: list estimated capacity 50
13. Describe existing parking and how parking lot is to be monitored.  
There is a surface lot in front of the building which is monitored by private security.
14. Was this premises licensed for the sale of liquor or beer during the past license year?  
☒ No ☐ Yes, license issued to \_\_\_\_\_ (name of licensee)
15. ☒ Attach copy of lease.

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent Trevor Easton
17. City, state in which agent resides Madison, WI
18. How long has the agent continuously resided in the State of Wisconsin? 4 years
19. ☒ Appointment of agent form and background check form are attached.
20. Has the liquor license agent completed the responsible beverage server training course?  
☐ No, but will complete prior to ALRC meeting ☒ Yes, date completed 10/18/13
21. State and date of registration of corporation, nonprofit organization, or LLC.  
Wisconsin - June 8, 2012

22. In the table below list the directors of your corporation or the members of your LLC.  
☒ Attach background check forms for each director/member.

Title	Name	City and State of Residence
Member	Trevor Easton	Madison, WI
Member	Maureen Easton	Madison, WI

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.  
F&L Corp.

24. Is applicant a subsidiary of any other corporation or LLC?  
☒ No ☐ Yes (explain) \_\_\_\_\_
25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?  
☐ No ☒ Yes (explain) Applicant holds a brewery permit.

### Section D—Business Plan

26. What type of establishment is contemplated?  
☐ Tavern ☐ Nightclub ☐ Restaurant ☐ Liquor Store ☐ Grocery Store  
☐ Convenience Store without gas pumps ☐ Convenience Store with gas pumps  
☒ Other Brewery
27. Business description We brew and serve gluten-free craft beer made on-site and traditional craft beer from other Wisconsin craft breweries. We also have a limited food menu serving artisan cheese, charcuterie, nachos, pizzas and other items.
28. Hours of operation Tuesday-Friday 3 pm - 9 pm; Saturday 1 pm - 9 pm
29. Describe your management experience Trevor has an MBA from DePaul University and has managed the brewery since its formation in 2012 and the taproom since August 2015.
30. List names of managers below, along with city and state of residence.  
Trevor Easton, Madison, WI
31. Describe staffing levels and staff duties at the proposed establishment \_\_\_\_\_  
We have one bartender on during normal hours and two or more during special events. Bartender duties include cleaning and preparing taproom for opening, verifying age of customers, pouring beer/wine, and closing the taproom.
32. Describe your employee training Staff is required to have completed the responsible server training and training/coaching is ongoing.

33. Utilizing your market research, describe your target market.

25-55 year old craft beer lovers, especially those who cannot or choose not to consume gluten.

34. Describe how you plan to advertise and promote your business. What products will you be advertising?

We advertise via word of mouth, radio ads, social media, and local print media. We advertise the brewery, taproom, special events and awards, beer and food available, and our pinball machines.

35. Are you operating under a lease or franchise agreement? ☒ No ☐ Yes

36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  
☐ No ☐ Yes ☐ N/A

### Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment? ☒ No ☐ Yes—what kind? \_\_\_\_\_

38. What age range do you hope to attract to your establishment? 25-65

39. What type of food will you be serving, if any? See attached menu.  
☐ Breakfast ☐ Brunch ☒ Lunch ☒ Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?  
☒ Appetizers ☐ Salads ☐ Soups ☐ Sandwiches ☐ Entrees ☐ Desserts  
☒ Pizza ☐ Full Dinners

41. During what hours of operation do you plan to serve food? All hours of operation.

42. What hours, if any, will food service not be available? None

43. Indicate any other product/service offered. T-shirts, patches, pint glasses, books.

44. Will your establishment have a kitchen manager? ☒ No ☐ Yes

45. Will you have a kitchen support staff? ☒ No ☐ Yes

46. How many wait staff do you anticipate will be employed at your establishment? None

During what hours do you anticipate they will be on duty? N/A

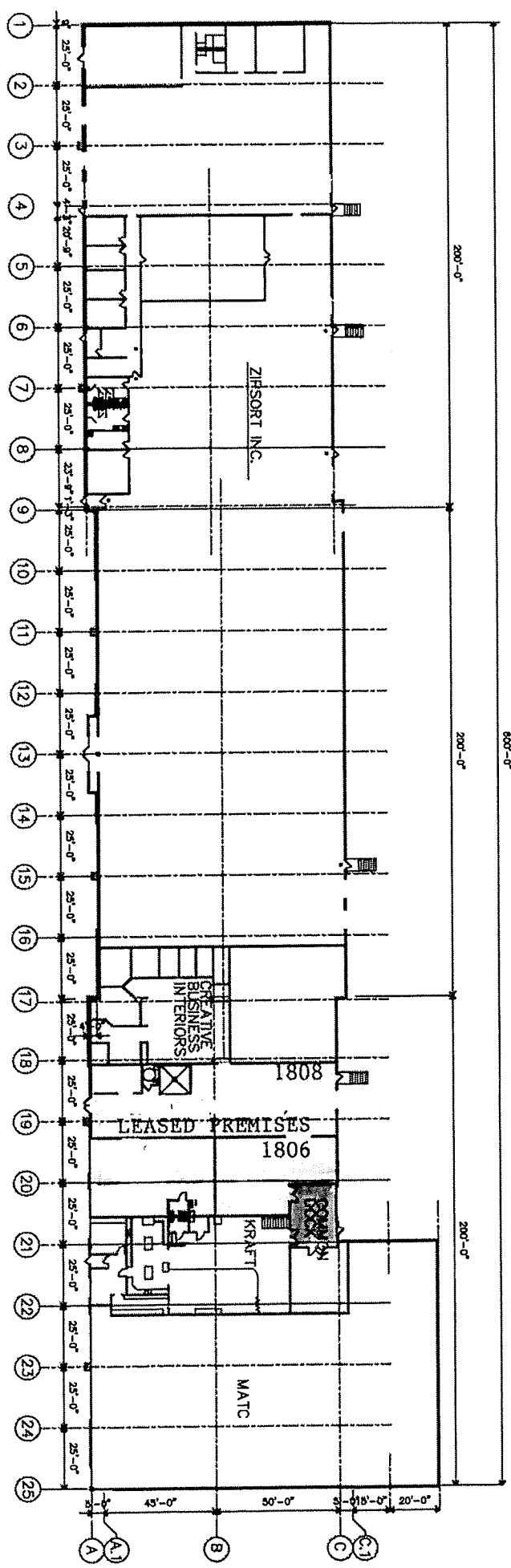
47. Do you plan to have hosts or hostesses seating customers? ☒ No ☐ Yes

48. Do your plans call for a full-service bar? ☒ No ☐ Yes  
If yes, how many barstools do you anticipate having at your bar? 15-20  
How many bartenders do you anticipate having work at one time on a busy night? 2
49. Will there be a kitchen facility separate from the bar? ☒ No ☐ Yes
50. Will there be a separate and specific area for eating only?  
☒ No ☐ Yes, capacity of that area \_\_\_\_\_
51. What type of cooking equipment will you have?  
☐ Stove ☒ Oven ☐ Fryers ☐ Grill ☐ Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?  
☒ No ☐ Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 10%
54. If your business plan includes an advertising budget:  
What percentage of your advertising budget do you anticipate will be related to food? 20%  
What percentage of your advertising budget do you anticipate will be drink related? 80%
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? ☒ No ☐ Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? ☒ No ☐ Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:  
80 % Alcohol 9 % Food 11 % Other
58. Do you have written records to document the percentages shown? ☐ No ☒ Yes  
You may be required to submit documentation verifying the percentages you've indicated.

## Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No ☒ Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No ☒ Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No ☒ Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. ☐ No ☒ Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.  
☐ No ☒ Yes

TRUAX 1 BUILDING





### HUMMUS PLATE

Organic hummus with rice crackers, carrots, and celery - 4

### OLIVES

Italian Castelvetro green olives - 2

### CHIPS & SALSA

Corn tortilla chips with organic pico de gallo - 3

### CHARCUTERIE & CHEESE

Choice of cured meats and local cheese with rice crackers and traditional accompaniments Choose one - 5; Choose two - 9; Choose three - 14

Capocollo

Prosciutto

Salame Calabrese

Hook's 1 Year Cheddar

Saxon Creamery Glacial Lakes Raw Milk

Hennig's Robin Colby

Roth Käse Private Reserve Raw Milk

WI Sheep Dairy Co-op Havarti

WI Sheep Dairy Co-op Tulum

Nordic Creamery Capriko

### NACHOS

Corn tortilla chips with queso chihuahua, jalapenos, salsa, and sour cream - 6

Add chicken or shredded pork - 2

### PIZZA

Margherita - Fresh tomatoes, basil, pizza sauce, and mozzarella - 8

Alfredo - Alfredo sauce and mozzarella - 8

BBQ - Barbecue sauce and mozzarella - 8

Cheese - Pizza sauce and mozzarella - 8

Add chicken or shredded pork - 2

## **Greenview Brewing, LLC d/b/a ALT Brew Business Plan**

### **Executive Summary**

ALT Brew's gluten-free craft beer is brewed one barrel at a time in a nano-brewery located in Madison, Wisconsin. Using only gluten-free ingredients on dedicated gluten-free equipment, ALT Brew is bringing beer quality and variety back to those with a gluten-free diet.

Brew-master Trevor Easton was inspired to gluten-free brewing when his wife was diagnosed with a Celiac disease. Their once shared love of beer - and Trevor's long interest in the brewing process - could no longer be enjoyed together in the same way. Gluten-free options available on the market did not hold up to the quality of craft beers, and it was no fun to raise a beer glass alone.

A trained engineer, Trevor sought a solution, developing a gluten-free recipe that lives up to craft beer lovers' expectations. The result? A growing line of craft beers so good, you won't know they are gluten-free.

ALT Brew's beers have been met with enthusiasm in both the Madison market and elsewhere. ALT Brew and its beers have been the subject of many local articles and the Copperhead Copper Ale recently won a silver medal at the 2016 Great American Beer Festival in Denver, Colorado.

The craft beer market is continuing to expand, with \$22.3 billion in craft beer sales in 2015, up from \$19.6 billion in 2014.

In addition to tapping into the growing craft beer market, both in Wisconsin and nationally, ALT Brew's unique product offerings also take advantage of the growing gluten-free food and beverage industry. In 2014, the gluten-free food and beverage market in the United States was estimated to be approximately \$12.2 billion dollars. By 2020 it is expected to reach approximately \$23.9 billion.

Since it began commercial production in 2014, ALT Brew has increased its fermentation capacity from one barrel to 16 barrels just to respond to the demand in the Madison market. ALT Brew plans to expand its distribution and currently needs to further expand capacity. Given the projected growth and potential of both the craft beer and gluten-free markets, ALT Brew plans to add a 15-20 barrel brew system in its current location to meet current demand and expand into more Wisconsin markets.

### **Management Capabilities**

ALT Brew is owned by Trevor and Maureen Easton, and primarily managed by Trevor. Trevor is a University of Wisconsin Engineering graduate and holds a MBA from the University of DePaul. He spent over seven years leading the quality improvement team at the American Red Cross as the Senior Lean Manufacturing Engineer.



## Goals

ALT Brew is a small, self-distributed packaging brewery. By capitalizing on Wisconsin breweries' ability to self-distribute, ALT Brew can wholesale directly to retain vendors and sell directly to consumers at the brewery's taproom.

Over the next three years, ALT Brew plan to:

- Continue to offer four standard styles of gluten-free craft beer, along with a selection of seasonal styles and limited edition specialty beers available only at the brewery's taproom;
- Expand the brew system to a 15-20 barrel system with full bottling line;
- Expand distribution to include all of Dane County and into Rock County, the Greater Milwaukee area, and other Wisconsin markets; and
- Begin packaging in 12 oz. bottles to increase market present in bars and restaurants and increase marketability.

Over the next five years, ALT Brew plans to:

- Continue to increase capacity and expand to a regional brewery; and
- Expand distribution throughout the Midwest.

## Product Mix

ALT Brew currently has the following styles available at numerous retailers and bars in the Madison area, at MobCraft Beer in Milwaukee, and at ALT Brew's taproom. They are available in 22 oz. "Bomber" bottles, ¼ barrel kegs, ½ barrel kegs from ALT Brew or retailers and in pints, flights, and growlers at the taproom.

- Hollywood Nights Blonde IPA. ALT Brew's flagship beer. A well-balanced hop profiled IPA with a clean herbal flavor and beautiful blonde color. Citrus notes balance the smooth bitterness for an amazing finish.
- Rustic Badger Farmhouse Ale. Brewed with a Belgian yeast and two types of hops for a refreshing, slightly bitter beer with notes of crisp apple.
- Copperhead Copper Ale. With a striking copper color this Copper Ale is made with roasted millet for a malty, chocolaty, supremely drinkable beer. Silver medal winner at the 2016 Great American Beer Festival.
- Brown Eyed Girl Brown Ale. Relax with this old friend. Caramel and chocolate aromas, and medium body lets you ease into your evening.
- Kickback Kölsch. A crisp, clean, and refreshing beer with a bright, straw-yellow hue. Perfect for a summer afternoon.

- Solstice Saison. Brewed with a Belgian yeast and a blend of hops for a balanced, fruity, spicy, and refreshing beer.
- Limited Edition Belgian Tripel. Brewed with malted teff, this beer is full-bodied with a dry finish and juicy notes of clove to balance the alcohol warmth for a beer that is meant to be enjoyed.

### **Target Market**

ALT Brew's target market is men and women, 25 to 55 years old, particularly those that are health-conscious or gluten-free.

### **Marketing**

ALT Brew's primary marketing strategy is to create awareness through word of mouth, social media, and local print and radio advertising. ALT Brew also works with vendors to do promotions and tasting events and participates in local beer festivals, including the Great Taste of the Midwest and the Isthmus Beer and Cheese Festival.

### **Sales**

ALT Brew has seen sales grow from fewer than four barrels a month to over 12 barrels a month in the last six months. With its plan to move into 12 oz. bottles and increase brewing capacity, ALT Brew expects that it will be able to increase sales to 15 to 30 barrels a week.